

ORDER

Orders
Order / Rev: 168863
Alt Order #: 06364562
Product Desc: NRA
Estimate: 3316
Flight Dates: 10/08/12 - 10/14/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: American Media Advocacy Group
Buying Contact: Ben Angle
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/NRA
Demographic: M35-64
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	10	\$4,000.00	\$3,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$4,000.00	\$3,400.00	0.00
Totals	10	\$4,000.00	\$3,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	5%	\$4,000.00
Market	100%	\$80,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	8%	\$6,400.00
WITI	19%	\$15,200.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	68%	\$54,400.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/12/12	10/12/12	Letterman 1035p-1135p	CM	1035p-1135p	----2--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----2--		2				\$400.00		0.00			
E 2	WDJT	10/08/12	10/08/12	Letterman 1035p-1135p	CM	1035p-1135p	2-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
Letterman 1035p-1135p (10:35 PM-11:37 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	2-----		2				\$400.00		0.00			

Order / Rev: 168863
 Alt Order #: 06364562
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: Issue/NRA
 Product Desc: NRA
 Estimate: 3316

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/11/12	10/11/12	Letterman 1035p-1135p	CM	1035p-1135p	---2---	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---2---		2				\$400.00		0.00			
E 4	WDJT	10/09/12	10/09/12	Letterman 1035p-1135p	CM	1035p-1135p	-2-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-2-----		2				\$400.00		0.00			
E 5	WDJT	10/10/12	10/10/12	Letterman 1035p-1135p	CM	1035p-1135p	--2----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--2----		2				\$400.00		0.00			
Totals														10	\$4,000.00